

# CALIFORNIA STATE LIBRARY

## Transforming Life After 50 FY 08/09 Targeted Grants

Library	Contact	Services/Engagement	Partners
<b>1. Alameda County</b> <a href="mailto:secunit@aclibrary.org">secunit@aclibrary.org</a>	Barbara Telford-Ishida 510-795-2627 x20	Foster holistic health practices through an <i>Encompass</i> program; outreach to local employers to publicize <i>Encompass</i> ; local businesses to provide passes/coupon incentives.	Fremont Branch Library Union City Branch Library 35+ local businesses <i>Create a boomer advisory board</i>
<b>2. Berkeley Public</b> <a href="mailto:library@ci.berkeley.ca.us">library@ci.berkeley.ca.us</a>	Suzanne Olawski 510-981-6106	Gather oral histories recounting voluntary integration in Berkeley public schools.	Center for Digital Storytelling Berkeley Unified School District Bancroft Library, Oral History <i>Create a boomer advisory group</i>
<b>3. Daly City</b> <a href="mailto:dcplref@plsinfo.org">dcplref@plsinfo.org</a>	Carol Simmons 650-991-8029	Provide more adult programming and augment collection materials, including <i>Wi\$eUp</i> financial literacy program; promote these adult services through utility bill mailings.	Skyline College
<b>4. Fresno County</b> <a href="mailto:rfresno@sjvls.org">rfresno@sjvls.org</a>	Paul Connor 559-453-6767	Provide 4 informational fairs on health, financial planning, new American boomers, and leisure; develop a Baby Boomer page on website with a community resources list for boomers.	Fresno-Madera Agency on Aging Coalition for Arts, Science & History County Refugee Community Liaison Numerous other community agencies
<b>5. Hayward Public</b> <a href="mailto:library@hayward-ca.gov">library@hayward-ca.gov</a>	Laurie Willis 510-881-7936	Provide and market a series of programs, <i>Refresh Your Life</i> , on health and finance.	Hayden Financial Services Cal State East Bay, PE Dept. <i>Create a boomer advisory group – via blog</i>
<b>6. Kern County</b> <a href="mailto:kclweb@kerncountylibrary.org">kclweb@kerncountylibrary.org</a>	Andrea Apple 661-868-0723	Create “A Place & A Space” <i>Boomer Information Zone</i> (BIZ) kiosk at all seven Bakersfield libraries; offer a series of 6 programs in each library on topics of interest to boomers; explore new marketing approaches.	Bakersfield Museum of Art County Aging & Adult Services <i>Survey boomers to identify specific program topics</i>
<b>7. County of Los Angeles</b> <a href="mailto:colapl@gw.colapl.org">colapl@gw.colapl.org</a>	Susan Broman 562-940-8521	Create Boomer space and kiosk at the Carson Library; create a web-based community calendar; and develop computer training courses.	Carson Senior Recreation Services Cal State Dominguez Hills, Lifelong Learning <i>Create a boomer advisory board</i>

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<b>8. Marin County</b> <a href="mailto:Library@co.marin.ca.us">Library@co.marin.ca.us</a>	Scott Bauer 415-499-7536	Create an "Interesting Volunteers Toolkit for Libraries" by developing some new library volunteer opportunities that more accurately reflect the interests of potential boomer volunteers; create the toolkit to help other libraries wishing to address the same volunteer needs.	Civic Center Volunteers Agency Marin Literacy Program
<b>9. Mission Viejo</b> <a href="mailto:generalreference@cityofmissionviejo.org">generalreference@cityofmissionviejo.org</a>	Stephanie Tanton 949-830-7100 x5141	Create new project based volunteer opportunities; provide a series of "Taking the Bite Out of the Sandwich Years" seminars that highlight local resources for boomers; and develop the library as a clearinghouse for connections to local organizations.	Council on Aging County of Orange <i>Create a boomer focus group</i>
<b>10. Monterey Public</b> <a href="mailto:buiburto@ci.monterey.ca.us">buiburto@ci.monterey.ca.us</a>	Inga Labeaune 831-646-5602	Identify strategies to recruit, recognize and retain boomer volunteers and raise community awareness about the benefits of civic engagement; develop web resources and augment collection with resources on volunteering.	California State Parks Monterey Bay Aquarium <i>Create an ongoing boomer advisory group</i>
<b>11. Orange County</b> <a href="mailto:jmadams@ocpl.org">jmadams@ocpl.org</a>	Renee Welling 714-566-3048	Develop, implement and evaluate new boomer library services that are delivered live, on-site as well as virtual via the Internet at 3 pilot library sites.	Mission Viejo Library Financial Planning Assn of Orange Co.
<b>12. Palo Alto City</b> <a href="mailto:pa.library@cityofpaloalto.org">pa.library@cityofpaloalto.org</a>	Cornelia van Aken 650-329-2668	Provide a series of 5 lunch time programs at the downtown branch in collaboration with Stanford University on brain health and the mind-body connection; will include information and online support in the form of podcasts and a blog; provide laptop computers for users to experiment with and evaluate new tech aids.	Stanford University, The Health Library <i>Will correspond with original survey respondents</i>
<b>13. Palos Verdes</b> <a href="mailto:info@pvld.org">info@pvld.org</a>	Debra Petersen 310-377-9584 x293	Create virtual business center where boomers in local businesses and those considering starting a business can access online resources and databases, and connect with each other; expand print and online resources to assist in professional development of local business boomers.	Palos Verdes Chamber of Commerce

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<b>14. Roseville Public</b> <a href="mailto:library@roseville.ca.us">library@roseville.ca.us</a>	Gail McGrath 916-746-1597	Create a dedicated space at Martha Riley branch; recruit and utilize boomer volunteers for home-delivery service, children's story times and computer classes; develop "memory kits" for the collection; create a new publication focused on the interests of boomers.	Roseville Volunteer Center Roseville Press Tribune <i>Create a boomer advisory board</i>
<b>15. San Bernardino County</b> <a href="mailto:library@lib.sbcounty.gov">library@lib.sbcounty.gov</a>	Renee Lovato 909-794-2716	Engage 300 boomers in new library programs and activities focused on technology skills acquisition, re-careering, travel, and retirement planning; utilize boomer volunteer "techies"	County Dept. of Aging & Adult Services Colton, Redlands, Yucaipa Regional Occupation
<b>16. San Jose Public</b> <a href="mailto:admin.sjpl@sjlibrary.org">admin.sjpl@sjlibrary.org</a>	Kary Bloom 408-808-2170	Establish 4-6 self-directed interest groups at 2 branches with library serving primarily as facilitator; launch interest groups by providing at least 3 programs with notable presenters on topics identified by advisory group; develop a boomer volunteer program; provide staff training in group facilitation.	Assistance League of San Jose Edenvale/Great Oaks Neighborhood Coalition <i>Involve an ongoing community advisory team.</i>
<b>17. San Leandro Public</b> <a href="mailto:sanleandrolibrary@gmail.com">sanleandrolibrary@gmail.com</a>	Nancy Fong 510-577-3947	Offer series of new boomer program on: reading, health, "How-To" academies, film festival, dedicated blog, sing-alongs, and Hawaiian holiday celebration; create a boomer volunteer corps that could offer classes for the boomer academies.	Friends of the San Leandro Library San Leandro Library Foundation Kaiser Permanente Foundation San Leandro Arts Council City of San Leandro Volunteer Services Project Literacy San Leandro Times
<b>18. Santa Fe Springs City</b> <a href="mailto:library@santafesprings.org">library@santafesprings.org</a>	Joyce Ryan 562-868-7738 x7814	Provide classes that support boomer lifelong learning goals; provide cultural events for boomers to attend alone or with family; provide new boomer volunteer opportunities; augment collection with new boomer relevant resources.	Rio Hondo Community College

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<b>19. Santa Monica Public</b> <a href="mailto:greg-mullen@smgov.net">greg-mullen@smgov.net</a>	Judith Graham 310-458-2295	Provide and promote 3 new program “types” related to physical, mental and emotional health, offered as customizable sampler packets; develop podcasts and streaming video of 3 new library programs; test new outreach tools.	City of Santa Monica, City TV Santa Monica College Alzheimer’s Association City Community & Cultural Services Santa Monica YMCA Dance Doctor <i>Utilize established boomer advisory board</i>
<b>20. Solano County</b> <a href="mailto:askus@solanocounty.com">askus@solanocounty.com</a>	Cara Swartz 707-784-1504	Focus on training staff on effective marketing and outreach strategies to this target group; investigate and test customizable social networking tools; co-host at least 6 boomer focused programs; expand community partnerships.	Solano Community Foundation Vacaville Reporter & Daily Republic Solano Employment Connection Children’s Network of Solano Co. UC Cooperative Extension <i>Create a Think Tank advisory group</i>
<b>21. South San Francisco</b> <a href="mailto:ssfpladm@plsinfo.org">ssfpladm@plsinfo.org</a>	Cheryl Grantano-Rich 650-829-3876	Leverage two other grants, the Met Life <i>Fit for Life</i> grant and CSL digital storytelling station grant to develop new types of boomer programming; expand marketing activities; develop a volunteer skills bank and expand volunteer corps.	Senior Services Dept. of Parks & Rec SSF Chamber of Commerce Historical Society SSF Women’s Club
<b>22. Sunnyvale Public</b> <a href="mailto:library@ci.sunnyvale.ca.us">library@ci.sunnyvale.ca.us</a>	Susan Denniston 408-730-7332	Offer 20 extended learning opportunities, utilizing local volunteer experts; create volunteer speakers bureau; broaden publicity techniques; engage partners.	City of Sunnyvale, Volunteer Services AARP (local chapter) Fremont Union High School District <i>Create an advisory committee</i>
<b>23. Torrance Public</b> <a href="mailto:nreeder@torrnet.com">nreeder@torrnet.com</a>	Hillary Theyer 310-618-5950	Increase awareness of existing services for boomers through specifically targeted outreach strategies, including creating podcasts and improved web pages; host 2 community fairs for boomers on health/fitness and travel; redesign volunteer program.	Recreation Services Division Retired Senior Volunteer Program <i>Create a community advisory group</i>
<b>24. Tuolumne County</b> <a href="mailto:libref@co.tuolumne.ca.us">libref@co.tuolumne.ca.us</a>	Christine Greenberger 209-533-5945	Expand programming services to include classes, lectures, and educational and cultural enrichment programs designed specifically for and with the expertise of boomers, include at least 1 art program and 1 technology literacy program.	Area 12 Agency on Aging Central Sierra Arts Council <i>Create an advisory board</i>